

The Lead Dogs

▶ Case Study



The Lead Dogs Simplifies Secure Computing's Lead Scoring System and Sends Better Qualified Leads to the Field

Highlights

The Lead Dogs helped Secure Computing take the burden of pre-qualification off sales by:

- ▶ Providing specific recommendations on how to improve its lead scoring process.
- ▶ Developing a new lead classification system resulting in higher-quality leads for the sales team.
- ▶ Providing quantitative and qualitative feedback on every campaign driving leads to Secure Computing.

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Director of Worldwide Marketing

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Challenge

Secure Computing had a serious problem: Every single lead they generated was going into the CRM system – no matter if the lead was from someone requesting a white paper or was a trade show prospect. "Of course," laughs Shelley Maly, Secure Computing's Director of Worldwide Marketing, "the sales force was cherry-picking the big ones and ignoring the rest. Who could blame them?"

Headquartered in San Jose, California, Secure Computing [www.securecomputing.com] develops Internet security products for networks and applications. Clients range from U.S. Fortune 500s and government entities to companies located in China, Japan, Latin America and Europe. Hence, generating leads wasn't Maly's biggest problem when she first came onboard. "Our problem, which I realized right away, was that we had no way of classifying leads. We had the typical 'hot/warm/cold' labels, but these designations had no real basis behind them."

One of the first things Maly did was implement a lead scoring system in order to readjust the leads that were sent to sales. She also knew she had to take the burden of pre-qualification off of sales by outsourcing this task. Her goal was to give sales only those leads that were closest to the bottom of the funnel; for example, prospects that wanted product evaluations.

Maly Calls on The Lead Dogs for Help

Once budget opened up for Maly, she began looking for a company who could handle her lead qualification needs. "I looked at two other companies, but chose The Lead Dogs because they brought in a whole other level of reporting, analysis, and expertise the other two companies just didn't have," reports Maly. "The Lead Dogs really understood the structure of my sales team (we sell through a channel) and my product lines. The fact that they took time to fly to Seattle to meet with me was key."

The Lead Dogs spent 3-4 weeks working with Maly to develop multiple call guides and scripts, to train account representatives about Secure Computing's products, and to set up a reporting system that worked with Secure Computing's back-end database. "The Lead Dogs are very process-oriented," comments Maly. The Lead Dog call reps began calling approximately 1125 records a month.

The Lead Dogs Produces Results ... and Simplifies Maly's Lead Scoring System

"When Shelley first came to us," says Lance Johnson, Lead Dog Account Manager for Secure Computing, "she knew she wanted lead qualification, but it was readily apparent her scoring system was very complicated. It also didn't give her or us any idea which leads were really qualified leads or why."

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Maly had developed the scoring system based on three product lines – each of which has three levels of pricing. The lead profiles were based on organization size and purchase time frame. An 'A1' designation, for example, meant the lead was from an organization with 5,000 or more people and a less than 60 day time frame. 'D4s' were those leads whose company size and budget was unknown.

The Lead Dogs used this system for 6 – 7 months and qualified 9% of the Q4 generated leads as 'A1.' However, Secure's Director of Inside Sales came to her mid-campaign and said, "These leads are good, but we need to further simplify our scoring system. Just send us the people who want to be called back."

And, during this period, The Lead Dogs had been building its own database based on the calls they were making – and presented their findings to Maly. Says Maly, "I couldn't believe the detailed analysis they came back with! They told me my D4s, for example, were really resellers, students, and researchers. We ended up weeding those leads from our mix."

The Lead Dogs recommended Maly's scoring system be reduced from 16 rankings to four – A, B, C, D. Leads designated as 'A' or 'B' were qualified opportunities – that is, those people who wanted a call back; 'C' leads went into the lead nurturing bucket; and 'D' leads were put back in the queue for follow up later. Says Maly, "It means fewer leads are going to sales, but those leads are a much higher quality."

The Lead Dogs Improves Maly's Reputation with Inside Sales

"Hiring an outside firm to handle our sales leads was difficult for my inside sales team at first," says Maly. Maly overcame this hurdle by ensuring everyone in the organization knew who The Lead Dogs were and what they were doing to help improve sales. She said The Lead Dogs made the process go smoothly for three reasons: The Lead Dogs team themselves, their processes, and their reporting and analysis capabilities.

"The Lead Dogs sent Lance Johnson, our Lead Dog Account Manager, to San Jose for extensive product training. He is the one who made recommendations on how to improve our lead scoring process. The Lead Dogs also record all their calls. They gave us recordings for my Inside Sales manager to critique – which helped eliminate the fear of working with an 'outside' firm. And, their reporting and analysis is excellent. They don't just send you reports and expect you to do all the analysis. They actually come to you with results and recommendations on how to improve."

The Lead Dogs, according to Maly, also wasn't afraid to offer her constructive feedback on her direct marketing activities and has consistently provided quantitative and qualitative feedback on every campaign that drives leads to them. With The Lead Dogs' guidance, Secure Computing has been able to ensure that future marketing dollars are directed toward those activities that have historically performed best in generating sales-ready leads – not just inquiries.

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About Secure Computing

Secure Computing Corporation (NASDAQ:SCUR), a leading enterprise security company, delivers a comprehensive set of best-of-breed solutions that help customers protect their critical Web, email, and network assets. Our more than 22,000 global customers include the majority of the Dow Jones Global 50 Titans and numerous organizations in the Fortune 1000, all supported by a worldwide network of over 2,000 partners. In September of 2008, Secure Computing was acquired by McAfee, Inc.

About Lead Dogs

The Lead Dogs is a lead development company working with today's top business to business sales and marketing professionals to drive revenue by finding, developing and closing deals. Established in 1994, The Lead Dogs has built a solid reputation as the leader in demand generation and sales development for complex sales. The company's continued success is a result of their experienced and professional team and their proprietary and proven approach to building strong relationships with prospective buyers, staying tightly aligned with clients' needs and providing transparent visibility into results.

More Information

For more information on The Lead Dogs and our full range of services, visit www.leaddogs.com or contact a representative at (800) 710-2926 or info@leaddogs.com.